CLAIMS

1. A method for the evaluation of washing or cleaning techniques on a substrate comprising:
   i. applying a selective indicator system on the substrate to be evaluated;
   ii. washing the substrate with water and/or detergent containing composition; and
   iii. contacting the washed surface with an indicator complimentary developer

   whereby inadequate washing is indicated when upon contacting of the developer it acts on the unwashed indicator to develop a colour indicative of the insufficient washing or cleaning.

2. A method according to Claim 1 additionally comprising the first step of contacting the substrate to be washed/cleaned with selected oily material prior to applying the selective indicator system.

3. A method according to Claim 1 wherein a selected oily material is included with the indicator system.

4. A method according to Claim 3 wherein the selected oily material contains a benefit agent.

5. A method according to claim 1 wherein steps (ii) and (iii) are carried out simultaneously.

6. A method for the evaluation of benefit agent deposition onto a substrate comprising:

i. applying a selected oily material based benefit agent and a selective indicator on the substrate to be covered, to obtain an benefit agent-indicator surface covering on the substrate; and

ii. applying a selective indicator complimentary developer with or without washing whereby a colour change is visible on interaction of the developer with the indicator in the regions where benefit agent-indicator is duly deposited.

7. A method according to Claim 6 additionally comprising the additional steps of:

iii. applying the benefit-agent indicator to the regions of the substrate where no colour change is observed; and

iv. washing the substrate in the presence of the indicator and/or developer and evaluating deposition.

8. A method according to claim 1 wherein the oil material is selected from silicone oils, vegetable oils and fats, mineral oils and fats, animal oils and fats, paraffin oils, petroleum, hydrocarbon and organic solvents, skin benefit agents and/or sun screens e.g. Parsol MCX.

9. A method according to claim 1 wherein the indicator is selected from phenolphthalein, methylene blue, resazurin and/or 3-5-triphenyl tetrazolium chloride (TTC).

10. A method according to claim 1 wherein the ratio of indicator to oil is in the range 0.01 % to 50 %.

11. A method according to claim 1 wherein the ratio of indicator to oil is in the range 1 % to 5 %.

12. A method according to claim 6 wherein the oil material is selected from silicone oils, vegetable oils and fats, mineral oils and fats, animal oils and fats, paraffin oils, petroleum, hydrocarbon and organic solvents, skin benefit agents and/or sun screens e.g. Parsol MCX.

13. A method according to claim 6 wherein the indicator is selected from phenolphthalein, methylene blue, resazurin and/or 3-5-triphenyl tetrazolium chloride (TTC).

14. A method according to claim 6 wherein the ratio of indicator to oil is in the range 0.01 % to 50 %.

15. A method according to claim 6 wherein the ratio of indicator to oil is in the range 1 % to 5 %.

16. A kit for use in the method of any preceding claim comprising:
    i. an indicator system adapted for application on the substrate to be evaluated;

ii. a selective developer complimentary with the indicator to indicate colour changes on interaction with the indicator; and

iii. an instruction manual comprising the method steps for such evaluation of cleaning/washing/deposition of the benefit agent.

17. A kit according to Claim 16 wherein a selected oily material is included with the indicator system.